

| Dependent Variable: Picked Social Logo (0/1) | | | | | | |
|--|--------------------------------|--------------------------------|--------------------------------|--------------------------------|-------------------|-------------------------------|
| | Model 1 | Model 2 | Model 3 | Model 4 | Model 5 | Model 6 |
| sex Male | 0.015 (0.165) | 0.015 (0.165) | 0.015 (0.165) | 0.206 (0.144) | 0.206 (0.144) | 0.206 (0.144) |
| trialcat PeriVsRest | 0.102 (0.069) | | | 0.106 (0.069) | | |
| trialcat DomVsSub | 0.221 [†] (0.117) | | | 0.209 [†] (0.117) | | |
| trialcat DomVsRest | | 0.060 (0.068) | | | 0.052 (0.068) | |
| trialcat PeriVsSub | | 0.264* (0.119) | | | 0.264* (0.118) | |
| trialcat SubVsRest | | | -0.162* (0.068) | | | -0.158* (0.067) |
| trialcat PeriVsDom | | | 0.042 (0.120) | | | 0.055 (0.119) |
| nDomAds | -0.033 [†] (0.018) | -0.033 [†] (0.018) | -0.033 [†] (0.018) | | | |
| DomAdDiff | 0.033* (0.016) | 0.033* (0.016) | 0.033* (0.016) | | | |
| nSubAds | -0.016 (0.018) | -0.016 (0.018) | -0.016 (0.018) | | | |
| SubAdDiff | -0.005 (0.015) | -0.005 (0.015) | -0.005 (0.015) | | | |
| nHQAds | 0.055* (0.024) | 0.055* (0.024) | 0.055* (0.024) | | | |
| HQAdDiff | 0.007 (0.017) | 0.007 (0.017) | 0.007 (0.017) | | | |
| sex Male:trialcat PeriVsRest | -0.071 (0.098) | | | -0.069 (0.097) | | |
| sex Male:trialcat DomVsSub | -0.336* (0.167) | | | -0.305 [†] (0.165) | | |
| sex Male:trialcat DomVsRest | | -0.132 (0.097) | | | -0.118 (0.096) | |
| sex Male:trialcat PeriVsSub | | -0.274 (0.169) | | | -0.255 (0.168) | |
| sex Male:trialcat SubVsRest | | | 0.203* (0.097) | | | 0.187 [†] (0.096) |
| sex Male:trialcat PeriVsDom | | | 0.062 (0.169) | | | 0.050 (0.168) |
| Intercept | 0.257 [†] (0.139) | 0.257 [†] (0.139) | 0.257 [†] (0.139) | 0.142 (0.102) | 0.142 (0.102) | 0.142 (0.102) |
| Observations | 886 | 886 | 886 | 886 | 886 | 886 |
| Log Likelihood | -598.762 | -598.762 | -598.762 | -603.218 | -603.218 | -603.218 |
| Akaike Inf. Crit. | 1,223.524 | 1,223.524 | 1,223.524 | 1,220.436 | 1,220.436 | 1,220.436 |
| Bayesian Inf. Crit. | 1,285.751 | 1,285.751 | 1,285.751 | 1,253.943 | 1,253.943 | 1,253.943 |

Notes: * p < 0.05, † p < 0.10